

## Q1News

### Street Food Thursdays promise to pull the crowds

Top quality street food and an array of live entertainment are being packaged by HullBID as part of a summer programme to pull the crowds into the city centre.

Street Food Thursdays will bring together some of the city's most celebrated food producers alongside rising stars of the local music and entertainment scene to showcase their talents in new-look public squares.

By filling some of the gaps between the major festivals and other events during the City of Culture year, the hope is that they will attract thousands into the city centre and provide a lucrative spin-off for the business community.

Kathryn Shillito, HullBID city centre manager, said: "Street Food Thursdays is our latest concept, building on our commitment to organising events that attract people into the city centre.

"They are particularly aimed at boosting the early evening economy by encouraging people to stay in the city centre after work rather than going straight home. With a high quality offering, we are confident the events will attract people from the wider area as well."

HullBID is exploring the Street Food Thursdays idea with representatives of Hull City Council and Holy Trinity Church and with renowned street food specialists including Shoot the Bull, Hull Pie and Kerb Edge. Tapasya@Marina, which is developing its street food offer at its new restaurant, has also taken part in the discussions.

The programme will be launched in April and the partners are planning to select one Thursday a month until September. The annual Yum! Festival of Food and Drink will again take place in August.

Completion of the public realm works will present a number of possible venues for Street Food Thursdays. Predominantly the events are likely to take place in the spectacular new square outside Holy Trinity Church. Other options include Paragon Square, Zebedee's Yard - which was a popular venue for Hull Trinity Festival in 2016 - and the Queens Gardens Rose Bowl, home to this year's Yum! Festival.

Kathryn added: "Street food has become something of a phenomenon and is even being included in major food awards, as demonstrated by Shoot the Bull winning the Best Street Food category at The Food Awards England 2016. We felt it would be a great idea to introduce that to Hull.

"Everybody we have spoken to has been really keen on the idea and HullBID has set aside funds to make it happen. As well as amazingly good food, we want to create a vibrant but welcoming atmosphere so will be bringing in lighting, benches, heaters, deck chairs and even a portable dance floor!"

Chris Harrison, chef/owner at Shoot the Bull, incorporates some street food into his menus at The Old House Restaurant in Scale Lane, and also takes his brand to other events nationwide.

He said: "We have two mobile, pop-up kitchens which we take to street food events all over the country to showcase our restaurant style street food.

"We also cater for weddings, parties and other events, creating bespoke menus to suit the client.

"Some of our most successful events are the street food night markets and this is what I would really like to see in Hull. So many other cities do it and it has been such a hit. It would be fantastic to create an even better event in the UK City of Culture 2017!"



Chris Harrison, chef at Shoot the Bull.



A pop-up kitchen from the award-winning Shoot the Bull.

### Do you have a story you'd like to share?

For more information about how to share your news or ideas, email [catherine@hullbid.co.uk](mailto:catherine@hullbid.co.uk) or call 01482 611802.

[www.hullbid.co.uk](http://www.hullbid.co.uk)

# CITY OF CULTURE 2017



Ready for business - 1884 Wine & Tapas Bar, the Ferens and Zebedee's Yard, by Alasdair Jackson.



## IN WITH A BANG

Hull city centre promises to be buzzing on Sunday 1st January as many businesses welcome the crowds for the official launch of the City of Culture year.

HullBID has been working closely with the City of Culture team to compile the key facts and tips for people visiting the event, and for the many businesses which will be open to cater for the crowds.

For the latest information as the big day approaches please visit the official City of Culture website at [www.hull2017.co.uk](http://www.hull2017.co.uk).

All 25,000 tickets for the official fireworks display spectator areas have been snapped up and many more people are expected to head into the city to find other vantage points and to tour the Made in Hull installations.

Although a proportion of retailers have opted to close, almost all of the food and beverage outlets in the city centre will be open, some all day and some from lunchtime and early afternoon to cater for the thousands of visitors. Many pubs and café bars are standing by to stay open late into the night depending on demand.

Access to the area immediately around Hull Marina will be restricted to ticket holders, with 15,000 allocated for the Humber Quays area and 10,000 around Victoria Pier. Movement from one zone to the other will not be allowed.

Bars, restaurants and other businesses around the Marina will be in pole position to make the most of the event and many are planning City of Culture parties, with special wristbands for staff and for diners with reservations to gain entry to the site.

Unlike the Freedom Festival and Humber Street Sesh, alcohol can only be consumed on licensed premises. Drinking in the street will not be permitted, but one venue where guests will be able to celebrate alfresco is 1884 Wine & Tapas Bar, where the enclosed outdoor area is licensed and has been decorated with a tree and trimmings.

Deborah Spicer, general manager of the restaurant, said: "I've been thinking back to the summer when a nervous young woman from Merseyside came in for lunch on her way to taking part in Sea of Hull. City of Culture seemed so far away but now it's here and like every other business we want to make the most of it!"

## PLENTY TO SEE

The In With A Bang fireworks display will provide a spectacular finale to the opening day of Hull's City of Culture year but the programme kicks off earlier with a series of installations which will transform some of our iconic buildings.

Made in Hull will take place throughout the city centre from 4pm until 10pm starting on Sunday 1 January and continuing until Saturday 7 January. The project has brought together some of the world's leading practitioners in lighting, sound and vision and specially commissioned artists. They will use large-scale projections onto buildings to tell the story of Hull over the last seven decades.

## BY NUMBERS

**2017** – Hull's year as UK City of Culture.

**20:17** hours, or 8.17pm, the start time for the In With A Bang fireworks spectacular.

**25,000** tickets snapped up for the big event.

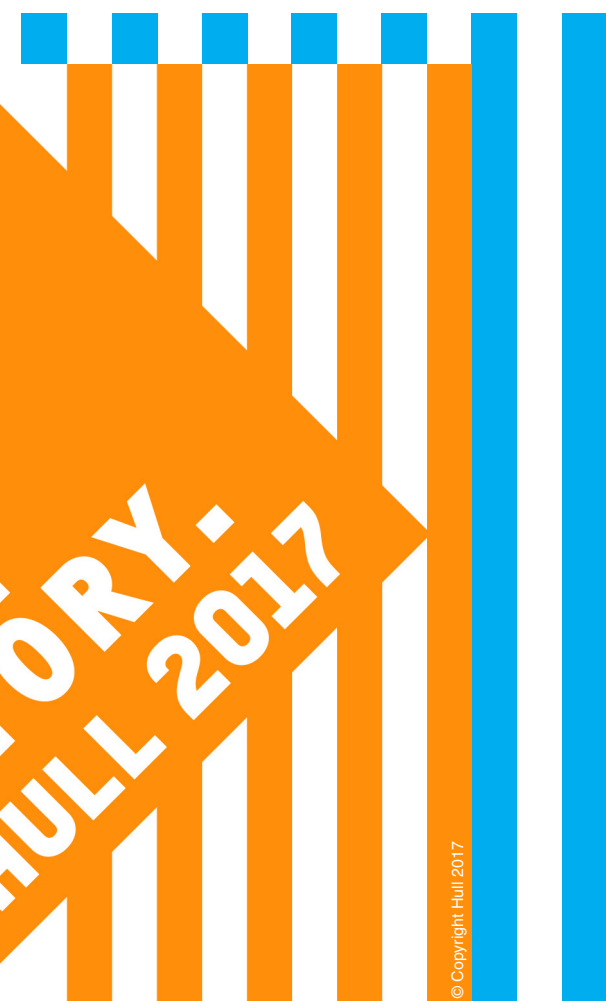
**16:00** hours, the start time for Made in Hull, which will transform buildings throughout the city centre.

PART OF THE STREET

The message from City of Culture for the first week of activities will be clear: come early and stay for the day. With Sunday 1 January and Monday 2 January being bank holidays and most children not returning to school, there are expected to be plenty of visitors and a real appetite to see as much as possible.

#### Sights and sounds of Made in Hull:

- Projections onto Ferens Gallery, Maritime Museum and City Hall, showing last 70 years history of Hull on a 15-minute loop
- Installations in empty shops on Whitefriargate
- Sound and lightscape in Zebedee's Yard
- Projection onto Danish Buildings on Scale Lane Staith
- Projection on the underpass near High Street, showing history of nightclubs
- Projection onto The Deep, to be viewed from C4DI



**1,137** days between the announcement that Hull would be the UK City of Culture 2017 and the lighting of the blue touch paper.

**£4.5 million** spent on refurbishing the Ferens Art Gallery, venue for the 2017 Turner Prize.

**£32 million** raised by the City of Culture team to deliver the programme.

# GETTING THERE

## PUBLIC TRANSPORT

With thousands of people expected to descend on the city centre on Sunday 1 January, plans are in place to make the journey as easy as possible.

Trains and buses will be running on the day and into the evening, but businesses should advise their customers to check timetables in advance.

There will be regular rail services between Hull and Selby but some services between Selby and Leeds, and Selby and York, are scheduled to be replaced by buses.

Hull Trains will be running services to and from London, and Northern Rail will operate services between Hull, Doncaster and Sheffield. Northern Rail will also operate services between Bridlington and Hull.

Some services after the fireworks display will make additional stops. For details please visit [www.hull2017.co.uk](http://www.hull2017.co.uk) and [www.nationalrail.co.uk](http://www.nationalrail.co.uk).

EYMS and Stagecoach will run special services throughout the afternoon and evening from many areas of Hull into the city centre. The park and ride service at Priory Park will also operate. For details please visit [www.eyms.co.uk](http://www.eyms.co.uk) and [www.stagecoachbus.com](http://www.stagecoachbus.com).

## TIPS FOR DRIVERS

Many roads in the Hull Marina area will be closed for lengthy periods on Saturday 31 December and Sunday 1 December to enable the City of Culture team to prepare for the celebrations and to keep routes clear and safe for the thousands of people who will be on and around the site.

Staff who need to arrange access to business premises during the closures should contact the organisers as soon as possible by sending an email to [theteam@hull2017.co.uk](mailto:theteam@hull2017.co.uk).

Castle Street will close to vehicles on Sunday 1st January from around 5pm until around 10pm. Nelson Street, Minerva Place and the stretch of Pier Street between Nelson Street and Wellington Street will close to all vehicles from 8am on Saturday 31st December until 10:30pm on Sunday 1st January.

Also on Sunday 1 January the following roads will be closed to all traffic between 4pm and 10:30pm:

- High Street between Liberty Lane and Queen Street
- Queen Street at Blanket Row
- Humber Dock Street at Blanket Row
- Blanket Row
- Blackfriargate
- Humber Place
- Wellington Street West at Railway Street
- Railway Street
- Kingston Street
- Manor House Street
- Commercial Road

The car park at Princes Quay Shopping Centre will be open until 11pm. Car parks will be open for 24 hours at Albion Street, George Street, Pryme Street, St Stephen's Shopping Centre, Tower Street and the Transport Interchange.



Places des Anges and Sea of Hull, courtesy of Hull Daily Mail.

# Q1Report

## Partners help business cut cost of Christmas crime

HullBID brought together representatives from Humberside Police and Hull City Council to help businesses in the city centre cut the cost of crime in the run-up to Christmas.

The breakfast briefing held recently at the Mercure Hull Royal Hotel, delivered a series of messages to major retailers and small independent traders about how businesses can help themselves and how they can access support when they need it.

Inspector Kirsty Tock from the City Centre Policing Team outlined the retail arm of Operation Yuletide, which sees extra high-visibility policing to deter and tackle crime and anti-social behaviour and provide a reassuring presence to shoppers. Businesses also heard about the operations of Civic 1, the council's CCTV system which helps prevent and detect those offending.

PC Andy Allen, the Humberside Police Crime Prevention Officer, provided an interactive presentation to highlight basic principles of how to prevent and deter shop theft. He emphasised the importance of prevention rather than detection, implementation of simple security measures and working as retail partnerships to share information on offenders.

Insp Tock said: "The key to reducing retail crime is the police, local partners and businesses working closely together to prevent businesses from becoming a target. This event was designed to give tips and guidance on how to remove vulnerability by altering the shop layout and co-ordinating security arrangements in partnership with other stores, the police and the HullBID radio system."

Kathryn Shillito, HullBID City Centre Manager, said: "Investing in security initiatives to protect businesses and their customers is one of HullBID's main areas of activity.



The Civic 1 CCTV control room

"Feedback from this briefing was very positive. Businesses recognise the need to be alert and vigilant and they realise that you can never have too many reminders about how to protect yourself against criminals.

"We help the businesses by providing a very effective radio system, which enables them to spread the word about criminals in operation and small traders have benefitted from the CCTV systems we installed which have proved invaluable. We also employ two HullBID support officers who liaise with all the partners and with businesses.

Sarah Parker, co-owner of the Across the Continents gift shop in Prospect Street, Hull, said: "The HullBID support officers told us about this event and we

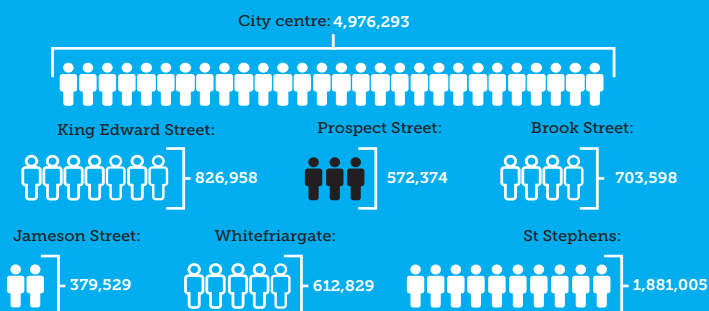
attended because we have had issues with crime and we want to protect our customers and suppliers.

"We sell unique art and craft products on behalf of creative people from across the region. They are all very small businesses and cannot afford to lose stock to theft or other criminal activity. We've changed the layout a few times to deter thieves and we picked up some useful ideas from this event."

Alison Baldwin, Store Manager at House of Fraser Hull, said: "As a major retailer in the city, it is important we work with the BID and the local community to ensure locals and visitors have a safe city to shop and work in. Having attended the business briefing I do believe that if all partners work closely together we can make a difference to the city."

## Stats dashboard

### FOOTFALL (October - November)



HULLBID radios distributed: 13

CLEANING PROJECTS: (OCT - NOV)

83

GRAFFITI TAGS REMOVED: (OCT - NOV)

83

BUSINESS LIAISON VISITS (OCT - NOV)

22

## Finance

In our first financial quarter of this year (October 2016 to December 2016) the income drawn from the BID levy was approximately £121,500 with additional income received from sponsorship and other contributions\*

Apart from static costs, our spend included £23,500 towards supporting key Christmas activity within Hull city centre, including Princes Quay's Santa's Party, fireworks at the Council's Lights Switch

On and Heritage Learning's Magic of Christmas events. We promoted these and other events with comprehensive marketing under the 'Christmas in Hull' brand and our popular television commercial aired in the Belmont region (ITV).

As we approach our second quarter, we anticipate an income of approximately £95,000 plus monies from sponsorship. Funds will be ring-fenced to host the annual BID Awards, go towards the development

of our new mobile app, and the production of a quality guide to support the fashion and beauty sector.

The collection of the BID levy by Hull City Council continues at a pleasing pace and we are grateful to the many businesses who have settled their invoice promptly.

\*\* As we go to print, we are awaiting final figures.

## Featured new businesses



Dave and Helen Pacey at Hems Sew Soon.

### Hems Sew Soon

Dave Pacey's sewing career began more than 27 years ago in the heavy duty world of making tarpaulins for lorries. He then worked on the upholstery of vintage cars on his way into tailoring. With wife Helen he opened his first shop in Holderness Road, 10 years ago, and has now expanded into Hull city centre where he specialises in repairing, altering and refreshing a full range of garments and soft furnishings.

**Hems Sew Soon:** 43 Carr Lane, Hull, HU1 3RF. **Tel:** 01482 224100.

**Email:** hemsoon@hemsoon.karoo.co.uk **Web:** www.hemsswewsoon.co.uk and on **Twitter** @hemsoon



Members of the team at Kaspas Desserts.

### Kaspas Desserts

A giant of the gelato craze opened its doors in Hull as the first step in its invasion of Yorkshire. Kaspas Desserts styles itself as the king of hot and cold treats, from waffles and crepes to sundaes and smoothies. The new restaurant can seat 88 people within stylish pink and black booths and has a small area for take-away service. It is open from 11am until 11pm seven days a week. The investment has created 30 jobs.

**Kaspas Desserts:** 6-8 Paragon Square, Hull, HU1 3QT. **Tel:** 01482 211301

**Web:** www.kaspas.co.uk. Also on **Facebook** and **Twitter**.

## Other new members

### Tapasya@Marina

Tapasya raised the bar in terms of Indian cuisine when they opened their first restaurant on Beverley Road in 2013. Newly-opened Tapasya@Marina is different again, following major investment to convert the former Cat Zero building in Humber Dock Street. The restaurant, which has created 30 jobs, has seating for around 125 people plus a chef's table and private dining and even boasts a take-away service for boat owners.

**Tapasya@Marina:** 2-3 Humber Dock Street, Hull, HU1 1TB. **Tel:** 01482 242607.

**Web:** www.tapasya.org.uk and on **Facebook** and **Twitter**.

### Ambiente

Tapas with a Yorkshire twist is the theme for a restaurant which has opened in a former fruit and veg warehouse in Humber Street after proving a big hit in Leeds and York. Ambiente offers more than 30 hot tapas dishes, many cooked in its feature Spanish jasper oven, and an extensive drinks list which also specialises in sherries. Opening hours are 11am until 10pm with a special tapas rapido menu available from midday until 5pm.

**Ambiente:** 5 Humber Street, Hull, HU1 1TG. **Tel:** 01482 426126.

**Email:** hull@ambiente-tapas.co.uk  
**Web:** www.ambiente-tapas.co.uk and on **Facebook** and **Twitter:** @AmbienteHull

### Domino's Pizza

Hull has become one of the first cities to boast a Domino's Pizza restaurant after the group decided to build on its success as a global leader in the takeaway sector. Up to 35 jobs will be created at the Paragon Square restaurant which has 64 seats and which also offers pizzas to go all night long, with opening hours of 11am until 5am, seven days a week!

**Domino's Pizza:** 10 Paragon Square, Hull, HU1 2JJ. **Tel:** 01482 228691.

**Web:** www.dominos.co.uk

Also on **Facebook** and **Twitter** @Dominos\_UK

### Caffè Nero

Caffè Nero has opened its latest outlet in Hull in a striking, tailor-made unit outside the main entrance to St Stephen's Shopping Centre in Ferensway. The branch is the chain's third in the city centre and has 50 seats inside the glass and aluminium structure with a further 70 outside. Opening times are 6.30am until 7.30pm Monday to Saturday and 8am until 6pm on Sundays.

**Caffè Nero:** Unit EK2 St Stephen's Shopping Centre, Hull, HU2 8LN. **Tel:** 01482 323390.

**Web:** www.caffenero.co.uk

Also on **Facebook**

## Three Month diary

### January

- 1: In With A Bang, Hull Marina
- 1-7: Made in Hull, various city centre locations
- 2-19 Mar: Bowhead, Hull Maritime Museum
- 10-12: She Wears My Ring, Fruit
- 11: RSC Live – The Tempest, Hull Truck Theatre
- 21: Brass Band Spectacular, Hull City Hall
- 25-28: Bromance, Hull Truck Theatre
- 27: Chris Ramsey, Fruit

### February

- 1: Showstopper! The Improvised Musical, Hull Truck Theatre
- 2: Royal Philharmonic Orchestra – The Music of John Williams, Hull City Hall
- 3-22 Mar: Coum Transmissions, Humber Street Gallery
- 15: Circus of Horrors, Hull City Hall
- 17: Space, Fruit
- 17-19: Mind on the Run – The Basil Kirchin Story, Hull City Hall
- 24-18 Mar: The Hypocrite, Hull Truck Theatre
- 25: Hull Philharmonic Orchestra, Hull City Hall

### March

- 3: Jimmy Carr, Hull City Hall
- 8-18: Heads Up Festival, various locations
- 10-12: Women of the World Festival, various locations
- 16: Halle Orchestra, Hull City Hall
- 17: Ziggy Stardust and The Spiders from Mars (Film Retrospective), Fruit
- 24: The Beat, Fruit
- 25: The Rise and Fall of Ziggy Stardust and The Spiders from Mars, Hull City Hall

## ➤ We communicate

### Fashion first with guide to retailers

HullBID is to fly the flag for the city centre's fashion and beauty sectors with a stylish brochure which will be distributed early in the New Year.

The guide will bring together all the fashion retailers – from major stores to small independents – and the salons and beauticians which work alongside them in a unique guide aimed at boosting trade from both local residents and visitors.

Catherine Goble, HullBID's marketing and events co-ordinator, said the publication is designed to build

on the success of the fashion weeks of previous years by providing longer-term support.

Catherine said: "The initial print run will be about 4,000 and the guide will be distributed through hotels, door drops and other methods to reach target audiences.

"The aim is to provide year-round support to the fashion and beauty sectors rather than try to squeeze everything into just one week. If the demand is there – and we reckon it will be – then we will update and reprint the brochure later in the year."

The guide will be strategically distributed to capture potential shoppers and importantly there will be no cost for businesses to appear. A sponsorship package is available for those businesses that want a higher profile, and any resulting revenue will be re-invested in future editions of the publication.

Catherine said: "The brochure will run to about 60 pages and will serve as a bright, lively and



A concept visual of the fashion and beauty brochure.

informative guide to all the fashion and beauty retailers in the city centre – about 160 altogether.

"It will contain information about what they do and where to find them as well as opening and closing times and will also include pictures and a map. Social media details will also be included so shoppers can look up the latest products and offers."

## ➤ We innovate

### High tech approach to showcase city

Shoppers and revellers will soon have a high tech guide to Hull city centre at their fingertips in the shape of a HullBID mobile app.

The platform, which is being developed by Bunjee, a Hull-based software company based at C4DI, will showcase everything that the city centre has to offer by connecting businesses and potential customers.

The app idea came from HullBID directors determined to show the city was 'open for business' and followed an approach from Bunjee about using



Neil Tran (left) and Dileepa Ranawake of Bunjee, with HullBID marketing and events co-ordinator Catherine Goble.

technology to promote the many events in the BID calendar.

Catherine Goble, HullBID's marketing and events co-ordinator, said businesses will be able to promote their services on the app free of charge and it will be available to users for free download from the Apple and Google store.

Catherine said: "We felt an app would be a good way to promote the city centre as a destination, particularly with one million additional visitors expected during 2017.

"We want to provide users with an interactive and engaging way to discover businesses, offers and events in the city centre from the convenience of their smartphones and we want to help promote some of the places and businesses that people might not know about. The app will build on the interest generated by previous print publications including the Dine Brochure and Hidden Gems.

"We aim to have it ready to launch in March. We already have a lot of the businesses' information that we will need such as contact details, location and opening times, and we will contact businesses to fill in any gaps as it is important that the information is accurate and up to date. There will also be sponsorship opportunities for any businesses that want a larger digital profile."

## ➤ We promote

### Plea for businesses to support Fairtrade

A partnership formed to secure renewal of Hull's status as a Fairtrade city is appealing for city centre businesses to back the initiative.

A steering group supported by Hull City Council has recruited members from the public sector and voluntary sector as well as from faith organisations, but it has to get businesses on board.

Sharon Clay, partnership development and engagement lead at Hull City Council, said: "Hull

has had Fairtrade accreditation since 2005 and we are working towards renewal of that. We have a multi-agency steering group to take things forward and we need to get businesses involved."

The group faces a deadline of the end of February 2017 to submit its application, and the hope is that businesses will join other groups in celebrating Fairtrade Fortnight from Monday 27 February until Sunday 12 March.

Sharon said the group only meets four times a year and businesses can use the Fairtrade website at [www.fairtrade.org.uk](http://www.fairtrade.org.uk) to download materials and other resources and to access advice on adopting Fairtrade principles as part of the procurement process.

She added: "A lot of businesses have supported Fairtrade Fortnight in the past and we can help if they want to continue that involvement. We also want to bring in new people as we build a Fairtrade community."



Sharon Clay with Fairtrade Steering Group colleagues Phil White (left) and Stewart Huggill

"Some businesses stock Fairtrade products and some organise events but we don't know enough about what businesses generally are doing so, if you are involved, please tell us. We expect to find out quickly whether we have secured Fairtrade status again, and it will last for two years."

Businesses interested in supporting Fairtrade in Hull should email Sharon at [Sharon.Clay@Hullcc.gov.uk](mailto:Sharon.Clay@Hullcc.gov.uk)

## ➤ We collaborate

### TV audience for Christmas in Hull

Hull's festive attractions claimed a starring role as HullBID invested in a TV advertising campaign to promote the city to shoppers across the region.

HullBID also raised awareness of city centre businesses and their Christmas activity with an advertising campaign in the Hull Daily Mail and on roadside promotional boards as well as a programme of direct support for organisers of some major events.

Kathryn Shillito, HullBID city centre manager, said: "We invested funds to help stage and promote Christmas events throughout the city centre, from



Santa's Street Party at Princes Quay. Picture courtesy of Hull Daily Mail.

the Museums Quarter in the Old Town to what was happening within the shopping centres.

"To ensure that we reached a wide audience we took our GleeHull, MagicHull festive message to the TV screens, securing peak slots between shows including I'm A Celebrity Get Me Out Of Here whilst

promoting the Christmas in Hull website which is packed with information and special offers from city centre businesses.

Among the events supported by HullBID was Santa's Street Party at Princes Quay Shopping Centre, which attracted big crowds to the grotto inside and to the stalls set up in Princes Dock Street by businesses including M&S, Johnston's Butchers and Bakery, Bargain Book Time and Treat Box.

HullBID also provided funding towards the fireworks at the council's Christmas lights switch-on and for some of the attractions at The Magic of Christmas event (previously Victorian Christmas) which again boosted footfall in the Old Town. A partnership with Hull Truck Theatre enabled them to promote their production of A Christmas Treasure Island within the overall marketing campaign.

Kathryn said: "We ran a varied campaign to reflect the nature of the attractions in the city centre and the feedback we received has been very positive."

# News

## Civic Society Good Mark for transformation

A seven-year project which combines listed buildings and independent businesses with some of the brightest and biggest names in modern dining trends has won an accolade from Hull Civic Society.

Some of the buildings in the block at Paragon Square and Ferensway date back more than 100 years and have been lovingly restored by Regent House Estates Ltd to house local businesses including Stanley's Bourbon Craft, Kathmandu and Acklam Coaches.

Now they have been joined by a first Yorkshire outlet for the expanding Kaspas Desserts and a major investment by Domino's Pizza, with the dedication and innovation behind the project being awarded a coveted 'Good Mark' accolade.

John Scotney, chairman of Hull Civic Society, said:

"Regent House Estates are to be congratulated for their vision, persistence and sympathetic attention to detail during a long-term – and sometimes challenging – rolling scheme of renovation.

"The whole block has been sensitively refurbished, without changing any of the architectural features, but making them look well cared for. This diverse group of buildings is seen by thousands of people, many of them visitors, every day as they emerge from Paragon Station or pass along Ferensway. Before the block was bought by Regent House Estates, some of the buildings looked shabby and gave a poor impression of the city. Since then, the owners have steadily invested in improvements that enhance the particular features of each building."

Kathryn Shillito, HullBID city centre manager, said: "Regent House Estates have been on a journey with this property and with Paragon Square in particular, and the result is three high quality food and beverage businesses which will attract families into the city centre during the day and in the evening.

"The organisation had approaches from other non-food operators but they remained true to their vision and it has finally come together. The Good Mark is not given lightly, it is held in high esteem."



Kathryn Shillito with (from left) Robert and Adrian Roach of Regent House Estates, John Scotney from Hull Civic Society and Steve Hodges from Ian Hodges & Co.

## HullBID Awards give businesses chance to shine

The HullBID Awards promise to be bigger and better than ever in 2017 after city centre manager Kathryn Shillito confirmed plans to increase the capacity of the event.

The Mercure Hull Royal Hotel will again be the venue, and the audience on Friday 21 April will expand from 150 to 200 in response to rising demand from businesses to bring along guests and share in the excitement of the big night.

Kathryn said she is also expecting stronger interest from business owners and managers looking to challenge for the awards, with the aim of promoting what they do and gaining recognition for their hard-working teams.



The Mercure Hull Royal Hotel, venue for the HullBID Awards.

Kathryn said: "The awards are in their fourth year and have become one of the biggest and most popular events in the HullBID calendar. We've seen the event grow year on year and in 2016 we hosted a superb celebration dinner which brought an overwhelming response.

"The only question for the next Awards was how to get more people seated at the event, but the team at the Mercure Hull Royal Hotel have come up with the solution and we're all looking forward to another sensational night."

Categories are again likely to reward essential qualities including safety, customer service and training and development. Details of how to enter the awards, and of sponsorship opportunities, will be revealed early in the New Year through HullBID's regular communications with city centre businesses and through the pages, website and social media of the Hull Daily Mail, the official media partner for the event.

David Cooke, general manager of the Mercure Hull Royal Hotel, said: "We spend a lot of our time looking after visitors to Hull and we see this as a great opportunity to welcome guests from the local area, and in particular our own business community.

"We have a very experienced team who are confident and comfortable at hosting such special occasions and we are all proud to be looking after people who have excelled throughout the year."

## Dementia group issues call to raise awareness

A charity set up to support people who are living with dementia is urging businesses to sign up to a movement which is working to develop Hull as a dementia-friendly city.

Butterflies Memory Loss Support Group is also seeking support via 'Just Giving' for a projection onto the side of their premises showing messages from families of people living with dementia as part of the charity's Lights to Remember appeal.

That event will be followed by the charity's City of Culture project – an art exhibition entitled 'Hull, We Made It, We Did' aimed at raising awareness of dementia through mixed media.

June Cooke, who founded Butterflies in 2010 and recently became chair of the Hull Dementia Action Alliance, said the exhibition will open at Kardomah

94 in Alfred Gelder Street, Hull on Wednesday 22 February.

The projection onto the side of the offices at 94 Alfred Gelder Street will be shown from Monday 20 February. Families are asked to donate from £5 to include messages about someone who is living well, or who has lived well, with dementia. Businesses can contribute from £25 to display their support for people living with dementia.

June said: "The Alliance is trying to get more businesses to come on board to make Hull a dementia-friendly city. There is already support, and awareness is increasing, but other cities are doing a lot more.

"We want businesses to sign up to the pledge to do something to help people who are living with dementia....anything from having someone on a till who knows how to help people with dementia to making sure the layout of a business is suitable for people with dementia."

Further details of the Lights to Remember Appeal can be found by searching for Butterflies Memory Loss Support Group on the Just Giving website. Businesses interested in supporting that appeal



June Cooke of Butterflies.

and in finding out more about Hull Dementia Action Alliance can contact June by email at [butterfliesmlsg@yahoo.co.uk](mailto:butterfliesmlsg@yahoo.co.uk)

# News

## Sweet deal for Sugar 'n' Spice and Waterstones

A city centre shop has added to its array of spectacular cupcakes and sugarcraft products after sealing a deal to supply sweet treats to the local outlet of a national chain.

Sugar 'n' Spice of Paragon Street, was signed up to supply cakes and pastries to the café within Waterstones on Jameson Street after the bookstore decided to cut ties with a branded coffee outlet and run its coffee shop in-house. With her first customer in the bag, owner Judy Newlove decided to go ahead with plans to expand the business.



She said: "I've been thinking of selling cakes in smaller portions for some time and when I was approached by Waterstones I made up my mind to get on with it. We get a lot of orders for celebration cakes for special occasions but I just felt we could do more if we also sold slices.

"The idea developed from there and we've got about 60 different lines at the moment. We still do

the special designs and we sell cake decorating equipment, but the new products are ideal for people who want something sweet with their lunch or with a coffee.

"Cake is very cool at the moment. Cookery is all over the TV and online. Some of our ideas come from that and some are our own. It's great to have a regular order and now we want to try and add to that."

Joe Crampton, café manager at Waterstones, said the company became committed to using local suppliers after deciding to manage the operation in-house.

He said: "Sugar 'n' Spice is only 100 yards away and we got in touch with Judy so we can sell handmade cakes and local, fresh produce. I can't compliment her highly enough. They have been fantastic. The chocolate orange cake is amazing and because of Judy's expertise in cake decorating everything just looks so good!"

## Dr. Martens in partnership with Chinese Laundry

The company behind one of the biggest brands in fashion footwear is aiming to pair up with other businesses after opening its latest branch in Hull city centre.

Dr. Martens has already agreed a partnership with local independent fashion retailer Chinese Laundry based on Savile Street and is also offering a 15 per cent discount to other city centre businesses.\*

\*ask in store for details

Dr. Martens was originally known for work boots but over the years has become synonymous with

the music industry. In recent years it has rolled out a chain of specialist stores and now has nearly 30 selling around 300 different styles of footwear and a wide range of bags and other accessories.

Bekki Bracken, manager of the new store in King Edward Street, said the link with music is still alive and kicking, and she hopes to feature live bands in her in-store events programme – starting with the musicians from Hull group Fire TUF from Chinese Laundry.

Bekki said: "We've also got nice window space and we're talking to Greasy Fingers barbers about letting them work in there during the summer. We want to spread the word that we are here, we are friendly and we want to help each other out."

Alfie Appleton, founder of Chinese Laundry and one of three people in the store who perform in Fire TUF, said: "We're working with Dr. Martens on some joint promotions because their style of footwear goes



hand-in-hand with the fashions that we do.

"We specialise in vintage and the people who shop there will also shop here and vice versa. I was chuffed when they opened and I think it's a great idea to work together. We're looking into doing a fashion show there in the spring and maybe a gig as well. We sell tickets for Humber Street Sesh and we're very supportive of the local music scene."



## Chair's statement

**Jim Harris, HullBID Chairman**

Along with many BID members I spend my days working in and around our city centre and it has really come home to me in the last few days – certainly post the big changes made when Ferensway was closed recently – just how positive and effective the public realm improvements are going to be! The quality of the new paving, the appearance of new street furniture and the mature trees is all really starting to give us a positive idea of what our 2017 phoenix of a city centre will look like. We know there is still work to do but we're almost there – and I like it!

## Got a question?

For more information about how to share your news or ideas, email [catherine@hullbid.co.uk](mailto:catherine@hullbid.co.uk) or call 01482 611802.

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## The HullBID team

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